

ARTIKEL ILMIAH

STRATEGI PENGELOLAAN WISATA

PANTAI MINANGRUA UNTUK MENINGKATKAN

JUMLAH KUNJUNGAN WISATAWAN SETELAH

PANDEMI COVID-19 DI LAMPUNG

Diajukan Oleh :

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ABSTRACT

Minang Rua Beach Minang Rua Beach is one of the natural beaches located in Klawi Village, Bakauheni District, South Lampung Regency. Minang Rua Beach is still natural and clean with turquoise blue water and the view of the island in front of it, making this beach very beautiful to spoil the eyes. On this beach there are also the preferred spots for tourists, one of which is the Green Canyon spot because of the uniqueness and clarity of the water in this place. This beach can make tourists visiting this place want to linger here, plus being able to watch the sunset from Minang Rua Beach. On this beach there is also a bamboo gazebo for rent to tourists to relax and rest while enjoying the waves and the beauty that is served on Minang Rua Beach.

Minang Rua Beach Tourism is managed by Pokdarwis. Observations were carried out in May, observations and interviews were conducted to determine internal and external factors that affect the management of Minang Rua Beach. Knowing how to manage Minang Rua Beach after the Covid-19 Pandemic, management strategies to increase tourist visits, SDM readiness in management, existing facilities on Minang Rua beach. The method used is a SWOT analysis method with data from observations and interviews of 100 respondents at the site. Minang Rua Beach has also implemented standard health protocols.

Key Words : Destination, Lampung Selatan Regency, Minang Rua Beach